



5 Trip Destination Analysis

Trip destination points in terms of bikeway facility planning are generally referred to as a community's "activity" centers. In the context of a bicycle master plan analysis, the term "activity" specifically refers to bicycling usage generated as a result of the particular trip destination. A list of a community's activity centers can include its schools, parks, open

spaces, athletic facilities, libraries, community centers, retail complexes and employment centers. The types and locations of these activity centers within a community reflect the amount and types of bicycle usage they can be expected to generate. This is especially true in terms of their proximity to residential areas.



5.1 Existing Activity Centers

The SANDAG data defines activity centers as a community's major employers, office buildings, industrial sites, government sites, retail centers, hospitals, major attractions, colleges, universities, schools or parks and open space. The commercial and retail activity centers can also be regarded as employment centers because, in addition to the customers that constitute the typical activity center users, they also represent significant numbers of employees. Chula Vista's major retail centers are represented in SANDAG's data within the highest employment density category. The civic activity centers include Chula Vista's parks and schools, which are discussed in a following section.

Reviewing a map of the existing activity centers (See Figure 5-1: Activity Centers and Trip Destinations) confirms that there is an abundance of major employers, office buildings and industrial sites clustered in the area immediately around the main thoroughfares running through downtown Chula Vista. Based solely on this map, it appears to be the commercial and office hub of Chula Vista. However, comparing the activity center information map with the existing employment density map (See Figure 5-2: 2002 Employment Density) reveals that the



Community Centers

employment density is just as high in other areas of Chula Vista. These other areas have few office buildings or major employers, but still have high employment density, which indicates that they encompass large numbers of smaller businesses. Employment density is an indicator of bikeway facility demand in general, but more specifically, it is an indicator for shopping trips to areas with numerous small businesses versus commuting trips to areas with major employers.



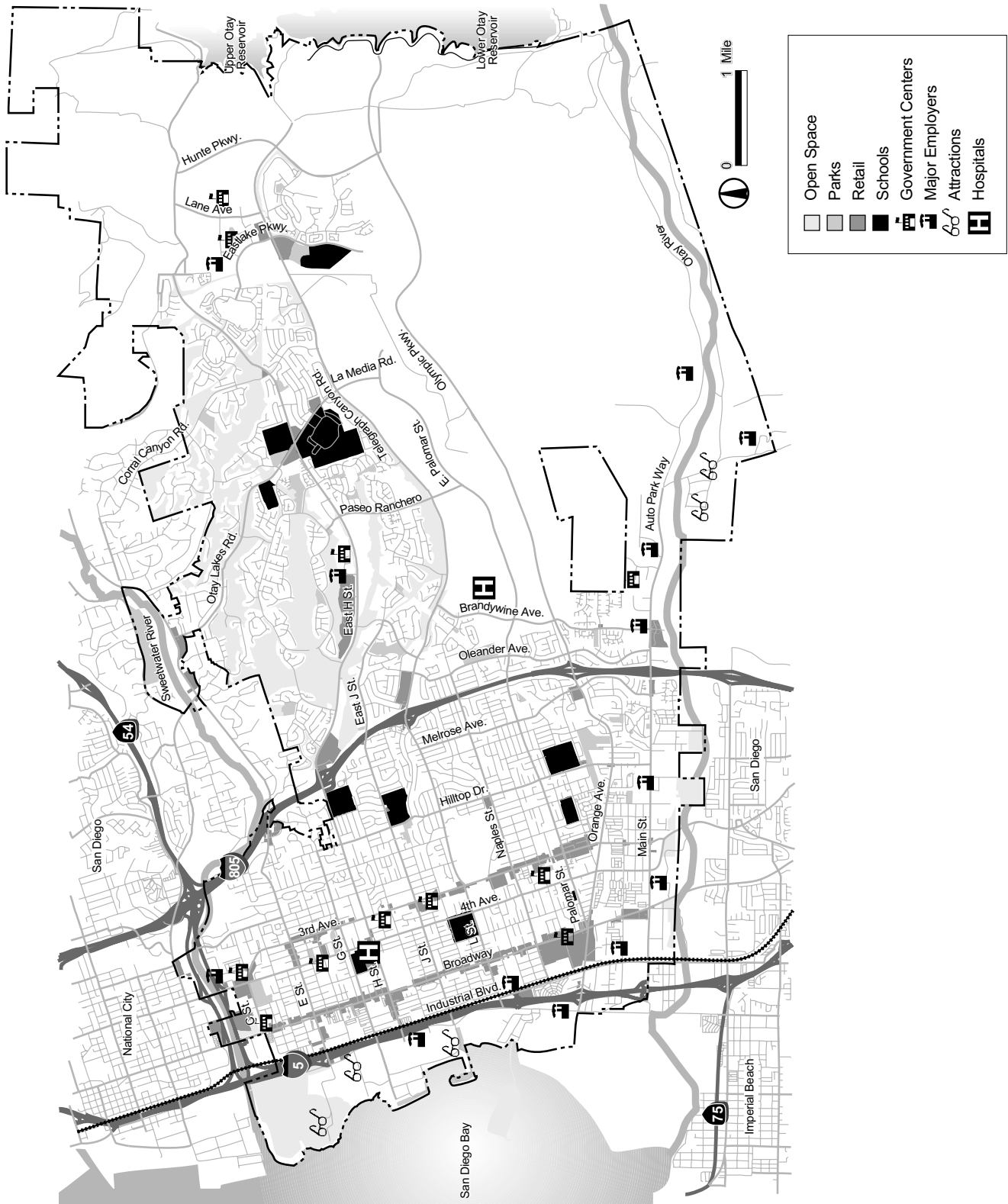
Recreation Facilities/Major Attractions

There are a number of activity centers and destinations in the western coastal portion of the City, and many have a long association with the historic community center of downtown Chula Vista. In recent years, a newer cluster of activity centers and destinations have been developed in the eastern portion of the City centered on the EastLake area that essentially constitutes a second City center. Population increases in this area are expected to continue, making this one of the fastest growing urban centers in the region. Growth in recent years has been nothing short of phenomenal. What was ranch land ten years ago is now residential subdivisions on a vast scale. (See Figure 5-1: Activity Centers and Trip Destinations.)

Activity Centers and Trip Destinations

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Figure
5-1





Libraries

Overall, activity centers tend to be well served by bicycle facilities. East of I-805, they lie well within an acceptable distance from their nearest adjacent bicycle facilities. This is due to the local topography that drove the pattern of development and roadways, placing major roads and activity centers on east/west ridge-lines. West of I-805, the development pattern is a traditional street grid that provides multiple routes to any particular destination.

Other than the bikeway facility on Bay Boulevard and Marina Parkway, there are no designated facilities west of Fifth Avenue. The downtown area has concentrations of retail centers along Broadway and Third Avenue. (See Figure 5-1: Activity Centers and Trip Destinations.)

5.2 Employment Centers

Employment centers are concentrated along the major north/south thoroughfares in the western section of Chula Vista where concentrations of commercial and office space occur. The south coastal and southwestern boundary areas of Chula Vista also have significant industrial employment centers. The eastern portions of Chula Vista provide some employment in the form of commercial areas, but there is currently little else. The 2030 proposed land use indicates an increase in commercial development, as well as some areas of mixed use. Table 5-1 on the facing page lists all businesses in the City of Chula Vista with 150 or more employees in 2002. (See Figure 5-2: 2002 Employment Density and Figure 5-3: 2030 Employment Density.)



Bayfront



Neighborhood Parks

TABLE 5-1**BUSINESSES WITH MORE THAN 150 EMPLOYEES****Industrial/Office/Hospitals/Entertainment**

Goodrich Aerospace Aerostructures Group	Aerospace Manufacturer	2,500
Sharp Chula Vista Medical Center	Hospital	800
Scripps Memorial Hospital	Hospital	650
American Fashion Inc.	Clothing Manufacturer	500
Raytheon Systems	Aerospace Manufacturer	300
Knott's Soak City U.S.A.	Amusement Park	250
Coastal Embroidery	Specialty Manufacturer	250
American Manufacturing Concepts	Clothing Manufacturer	200
Bayview Hospital/Mental Health Systems	Hospital	200
Value Printed Circuits	Electronics Manufacturer	200
Sharp Rees-Stealy Medical Group	Medical Offices	200
Pacific Waste Services Inc.	Sanitary Waste Services	200
Hyspan Precision Products Inc.	Fabricated Metal Manufacturer	200
Fredericka Manor Retirement Community	Elderly Care Facility	200
MDI Interviewing Services	Management Consulting	200
Crower Cams and Equipment Inc.	Motor Vehicle Part Manufacturer	176
Fredericka Manor Care Center	Day Care Services	170
South Bay Boat Yard	Personal Services	170
South Bay Community Services	Social Service Agency	160
Volex	Electrical Equipment Distribution	150
NavCare	Hospital	150
Community Health Group	Medical Offices	150

Government

United States Border Patrol	Government Agency	2,700
Southwestern Community College	Community College	1,110
City of Chula Vista	Municipal Government	1,100
Department of Social Services	Social Services Agency	300
Sweetwater Union High School District	Secondary School District	260
Chula Vista Public Library	Municipal Government	250
United States Postal Service	Government Agency	150
Feaster Edison Charter School	Elementary School	150
Chula Vista Elementary School District	Elementary School District	150

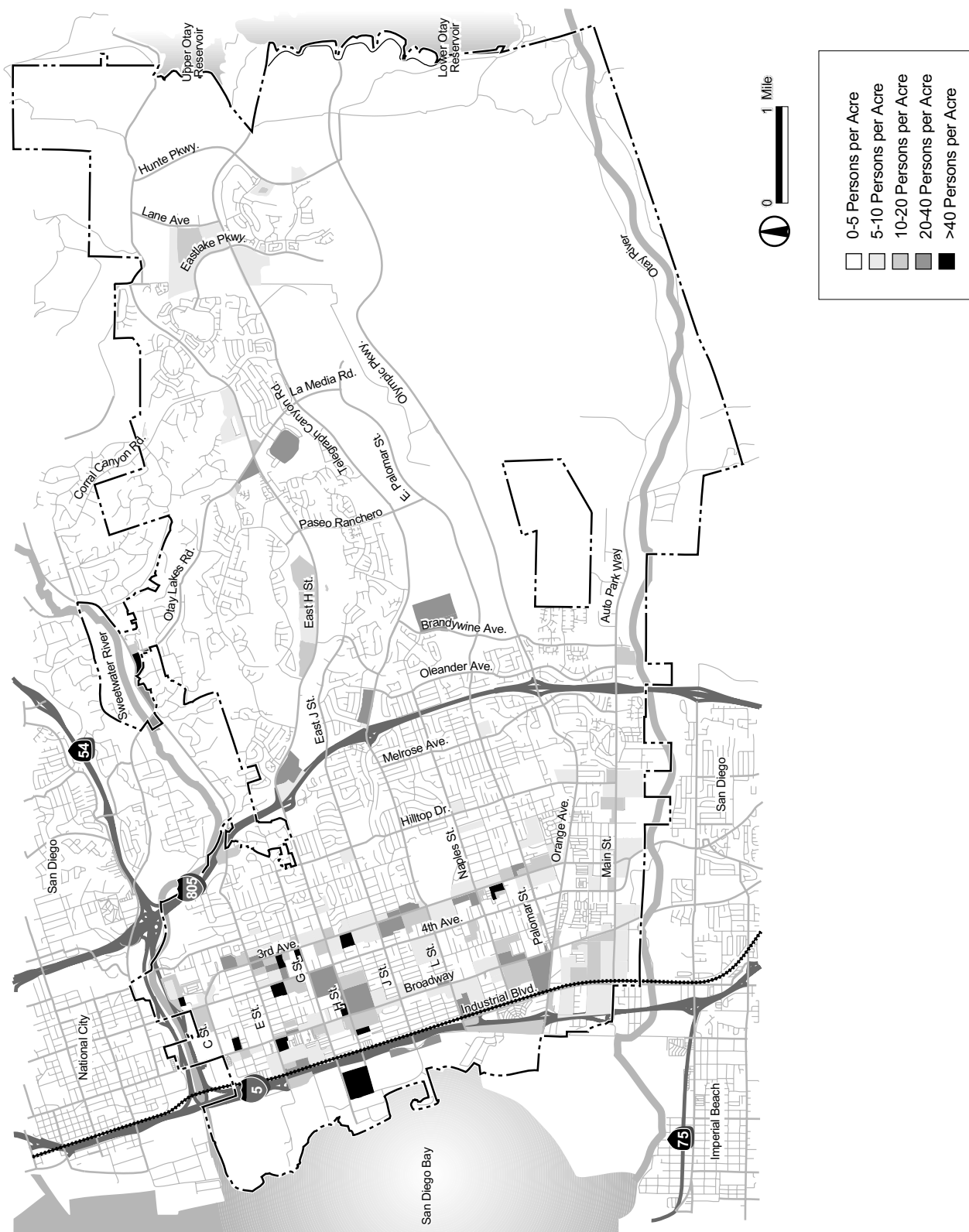
Retail

Big Kmart (2 stores)	General Merchandise	450
Target (2 stores)	General Merchandise	375
Sears	Department Store	360
WalMart	General Merchandise	350
Ralph's (2 stores)	Grocery Store	350
Price Costco	General Merchandise	250
Macy's	Department Store	250
Fuller Honda	Automotive Retailer	200
Albertson's	Grocery Store	150
J C Penney	Department Store	150
Vons	Grocery Store	150
Home Depot	Home Improvement Store	150
Fuller Ford	Automotive Retailer	150

2002 Employment Density

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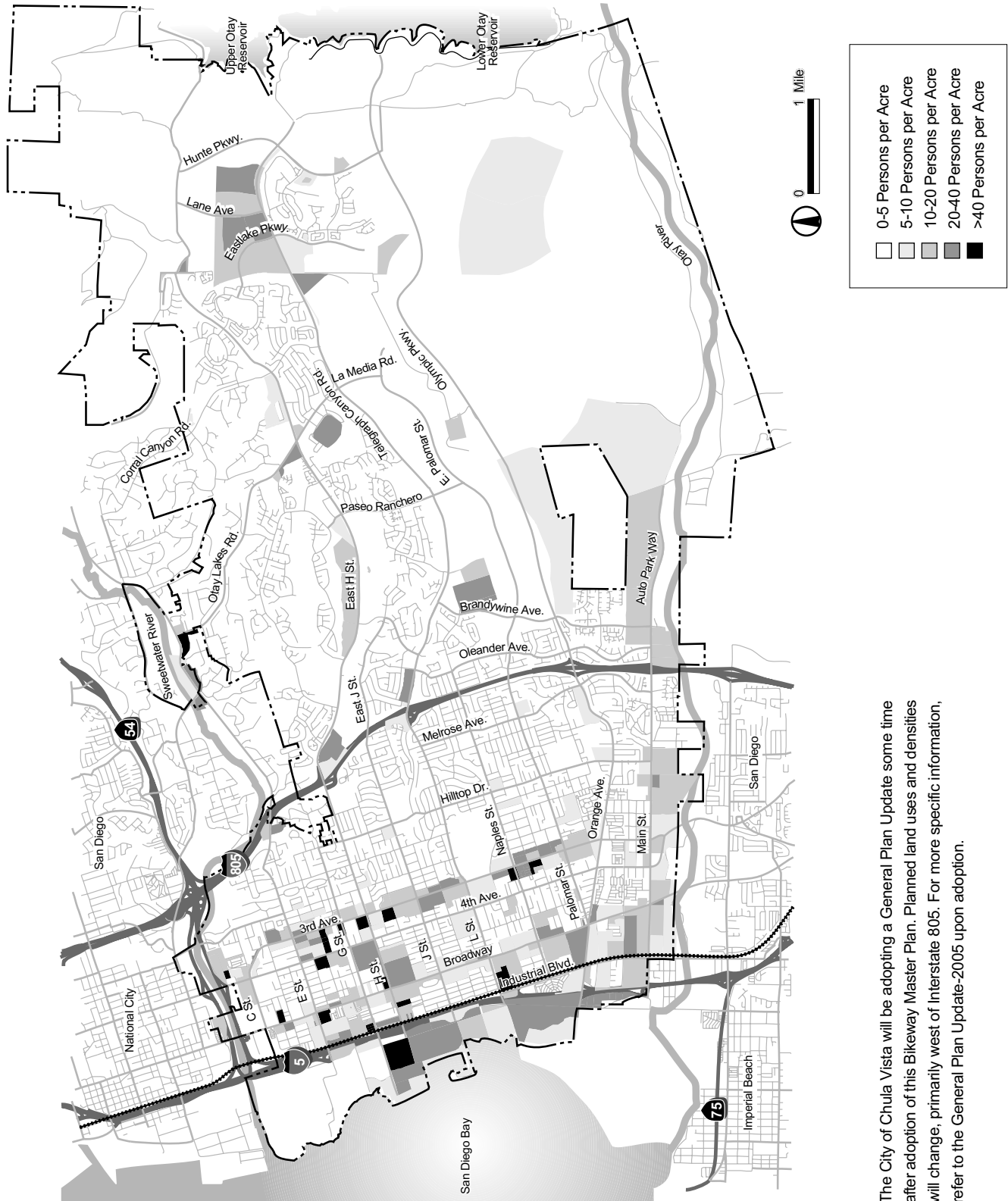
**Figure
5-2**



2030 Employment Density

Chula Vista Bikeway Master Plan Update - 2005

**Figure
5-3**



The City of Chula Vista will be adopting a General Plan Update some time after adoption of this Bikeway Master Plan. Planned land uses and densities will change, primarily west of Interstate 805. For more specific information, refer to the General Plan Update-2005 upon adoption.

5.3 Parks/Schools/Civic Centers

Considering the parks and schools independently of the other activity centers is intended to emphasize the more local, neighborhood and recreational functions of these centers. Like most communities, Chula Vista's parks and athletic facilities are often associated with the school sites. These centers are used by a much higher percentage of children than the other types of activity centers, which is an important factor in community-wide bike-way facility design. The location of schools, in particular, is a major factor in identifying safe bicycle routes because bicycling has traditionally been an important transportation mode for elementary and middle school age children. (See Figure 5-1: Activity Centers and Trip Destinations.)

Analysis of the locations of Chula Vista's schools indicates they are all adjacent to residential areas with quiet streets. However, Chula Vista's schools are no different than any other city's schools in that many are close to at least one major street. Fortunately, the schools and the residential neighborhoods they serve tend to fall on the same side of the major streets. Therefore, the schools' primary bicycling access is likely to be from the surrounding residential streets that allow children access to their schools without having to ride on the busier streets and minimizes their having to cross them. (See Appendix C: Guidelines for Selecting Safe Routes To School.)



Schools

5.4 Trip Destination Summary

Schools and parks are the most common bicycling destinations, followed by commercial, retail and employment centers. This is likely to hold true in Chula Vista as well. The schools will draw users from the immediate residential area of up to approximately a mile, which is the typical maximum distance that most children can be expected to want to ride. The major commercial centers such as downtown Chula Vista and the areas along the major thoroughfares can also be expected to be popular destinations, and will typically draw users from farther away than the schools.

There are always special destinations that are characteristic of a particular community. In Chula Vista these special destinations include the coastal portions of Chula Vista where cycling is easier, making them desirable destinations for visitors as well as residents. Typically, the coastal strip has higher levels of bicycle use than any other part of the city,



Regional Open Space

especially for recreational cycling. Because of its attractiveness for cycling of various types, the coastal portion of Chula Vista should be considered a destination in itself. In addition, the hilly inland south San Diego County area with its rural character and relatively lightly traveled roadways is well known as a hub for competitive athletic training, especially for road cyclists and triathletes.



